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From: Heather Kulin

ATTN: Commissioner for Patents re 09/270/710 (5810-0002)

Message: App. No.: 09/270,710  
Filed: 03-16-1999  
Pat. No.: 8,041,604  
Issued: 10-18-2011

Please record the attached **Power of Attorney** at your earliest convenience.

Heather Kulin  
Legal Assistant

STOLOWITZ FORD COWGER LLP  
American Bank Building Suite 600  
621 SW Morrison Street  
Portland, OR 97205  
e. [heather@stofoco.com](mailto:heather@stofoco.com)  
o. 503.224.2170 ext 215  
f. 503.224.2084

CONFIDENTIAL AND ATTORNEY-CLIENT PRIVILEGED



Stolzowitz Ford Cowger, LLP  
621 SW Morrison, Suite 600, Portland, OR 97205  
Tel: 503-224-2170 Fax: 503-224-2084  
Website: [www.stofoco.com](http://www.stofoco.com)

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PATENT APPLICATION

Docket No. 5810-0002

**TRANSMITTAL LETTER – POWER OF ATTORNEY**

Application No.: 09/270,710 Patent No.: 8,041,604  
Filing Date: 03-16-1999 Issue Date: 10-18-2011  
Title: METHOD OF EMBEDDING ADVERTISEMENTS IN  
COMMUNICATION  
Date: June 14, 2012

COMMISSIONER FOR PATENTS  
VIA FAX 571-273-8300

TOTAL PAGES (including this cover sheet): 4

Attached are:

- ☒ Power of Attorney to Prosecute Applications Before the PTO
- ☒ Declaration Regarding Authority to Sign on Behalf of a Legal Entity
- ☒ Statement Under 37 CFR 3.73b

Respectfully submitted,

STOLLOWITZ FORD COWGER LLP

/Michelle C. Craig/  
MICHELLE C. CRAIG  
Reg. No. 35,139

STOLLOWITZ FORD COWGER LLP  
621 SW Morrison Street, Suite 600  
Portland, Oregon 97205  
Customer No. 73552